DOCUMENT RESUME

ED 229 052 IR 050 346

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TITLE	Fundamentals of Research in Marketing. Teacher's Notes, Transparencies, Bibliography, Excercises. Teaching Packages #11.
INSTITUTION	City Univ. of New York, NY. Bernard Baruch Coll. Library Instruction Services.
PUB DATE	[81]
NOTE	35p.; Thomas V. Atkins, Series Editor. For related documents, see IR 050 173-182 and IR 050 347.
PUB TYPE	Guides - Classroom Use - Materials (For Learner) (051) -- Guides - Classroom Use - Guides (For Teachers) (052)
EDRS PRICE	MF01/PC02 Plus Postage.
DESCRIPTORS	Annotated Bibliographies; Business; Card Catalogs; Check Lists; Higher Education; Industry; Information Retrieval; Instructional Materials; *Library Instruction; Library Materials; *Library Skills; *Marketing; Records (Forms); *Reference Materials; *Research Tools; Search Strategies; Transparencies
IDENTIFIERS	Library of Congress Subject Headings

ABSTRACT

The purpose of this bibliographic instruction package is to help a non-library instructor prepare undergraduate students to find and use books, indexes, abstracts, periodical articles, and other printed reference sources in a search for published information on issues and problems in marketing and information about specific companies and industries. The package is divided into two episodes which can be presented in one class session. Episode I introduces students to the different forms of literature. Episode II teaches students how to locate library materials by using the card catalog and indexes and abstracts. The package includes summaries and lists of objectives for each episode, a materials list showing all transparencies and handouts for the training session, and a suggested script for the conduct of the session. For the student, the package provides paper copies of transparencies used by the instructor; these cover information searching procedures, forms of literature, Library of Congress (LC) subject headings, catalog filing rules, the "Business Periodicals Index," and Predicasts' "F&S Index." Also included are copies of transparencies showing a search log form and a checklist of questions for evaluating indexes and abstracts. An annotated bibliography of reference sources for research in marketing and a marketing research exercise conclude the instruction packet. (ESR)

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Fundamentals of Research in MARKETING

- Teacher's Notes
- Transparencies
- Bibliography
- Exercises

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Baruch College
Library Instruction Services

IR050346

#11

Prepared under a grant from Title III

Series Editor: THOMAS V. ATKINS

Research in Marketing

Introduction

The purpose of this learning package is to help the instructor prepare students to complete his course assignment. The scope of activities for this learning package has been limited to searches for published information for research in marketing. Students will be prepared to find and use books, indexes, abstracts, periodical articles and other printed reference sources. The learning package provides for a practical approach to research in marketing. Students will be taught to look for material which they can use to find information about specific companies, industries, issues and problems in marketing.

The learning package is divided into two episodes. Episode I, Choice of Materials, introduces students to the different forms of literature. Episode II, Access to Materials, teaches students how to find and use these sources. A summary and list of objectives is provided for each episode. A materials list includes all transparencies and hand-outs for the session. A script for the Conduct of the Session is provided. In this script parentheses ( ) are used to denote suggested instructor commentary to accompany the transparencies. You may choose to follow the script as it is or to improvise using the summary, list of objectives, and transparencies. In either case, read the Conduct of the Session script first as a guide for your activities.

Episode I is designed to be taught first. Episode II is divided into two main sections: Using the card catalog to find books and using indexes and abstracts. These sections are designed so that you can teach them in any order and emphasize skills in areas you consider especially important. Examples for materials in the learning package have been selected to appeal to a wide range of students and instructors. If you would like to emphasize research on one specific aspect of marketing or the use of a specific index or abstract, the library instruction services faculty will provide transparencies and instructional guides for this purpose. Please allow two weeks for production of these materials. For requests or questions about this learning package, call a member of the library instruction services faculty at Extension 3114. Episode II concludes with a review of the forms of literature. This review emphasizes the use of a variety of reference sources for beginning an information search.

The role of the instructor in the use of this learning package is crucial to its success. While a librarian can teach students how to use sources for research, he can not generate the same enthusiasm for their use as can the marketing instructor. The instructor has had extensive first hand experience using many of the sources cited. More importantly, he knows exactly what he wants his students to learn and the depth and breadth of research he expects.

This learning package can be presented in one class session. The goal of this session should be to make students aware of information sources for research in marketing. Most students will need many hours of practice using these sources to develop effective information searching skills.

Research in Marketing

Purpose: To learn to use published sources to find information for research in marketing.

Structure:

EPISODE I: CHOICE OF MATERIALS. Discusses the different forms of material which can be used for bibliographic searching. Presents examples of appropriate times to use each form. Describes the search strategy process. Emphasizes flexibility in search strategy.

EPISODE II: ACCESS TO MATERIALS. Discusses how to find books, reference books, and indexes.

How to Find Books. Explains the use of the Library of Congress Subject Headings to select subject headings for use in the card catalog. Discusses the use of the card catalog to locate books in marketing and related subject areas. Explains how this approach can be used in other libraries with different kinds of catalogs.

How to Find and Use Indexes and Abstracts. Discusses the function of indexes as location tools, sources used to find other sources. Describes the use of the Business Periodicals Index and the Predicasts F&S Index to Corporations and Industries: United States. Mentions other useful indexes. Provides a checklist for evaluating indexes and abstracts. Upon request detailed instruction and transparencies can be provided for any index the instructor chooses.

Materials:

This learning package includes transparencies for use with the instructional script. Copies of these transparencies can be provided and collated for distribution to students in a student materials packet.

I. Transparencies

A. Transparency 1-Information Searching Procedure Chart
B. Transparency 2-Forms of Literature
C. Transparency 3-Search Log Form
D. Transparency 4-Library of Congress (LC) Subject Headings
E. Transparency 5-Library of Congress (LC) Subject Headings (Related Subject Areas)
F. Transparency 6-Catalog Filing Rules: Books about a Subject (General)
G. Transparency 7-Catalog Filing Rules: Books about a Subject (Specific)
H. Transparency 8-Catalog Filing Rules: Books Related to a Subject
I. Transparency 9-Business Periodicals Index
J. Transparency 10-Predicasts F&S Index (Companies)
K. Transparency 11-Predicasts F&S Index (SIC Number Guide)
L. Transparency 12-Predicasts F&S Index (Industries and Products)
M. Transparency 13-Checklist of Questions to Answer About Indexes and Abstracts

II. Lists

A. Reference Sources for Research in Marketing
B. Baruch College Library: A Self-Guided Tour
C. Exercise for Marketing

Summary

I. Summary of Episode I. Choice of Materials.

A. Objective. To introduce students to the different forms of printed source materials which can be used to find information for research in marketing.

At the end of this episode students will be able to:

—Identify specific forms of source material.
--Describe reasons for a search strategy, an orderly procedure for collecting information.
--Explain why specific forms of material may be best for specific search questions.

B. Episode Activities:

The instructor will review the student assignment. This assignment will provide the context for all activities. Students will be given a copy of the Information Searching Procedure Chart. They will use the chart to describe the function of different forms of source materials for research in marketing. They will also receive a list which defines Forms of Literature. They will use a Search Log Form and a list of Reference Sources for Research in Marketing to discuss methods they can use to find information about marketing.

II. Summary of Episode II. Access to Materials.

A. Objective. To make students aware of the skills required to locate books, reference books, and indexes to find information for research in marketing.

At the end of this episode students will be able to:

--Use the Library of Congress Subject Headings to select subject headings for a topic.
—Use the card catalog at Baruch College Library to locate books in marketing and related subject areas.
—Ask questions to locate books in any library catalog.
—Use the Business Periodicals Index
--Locate articles on Industries, Products, and Companies in the Predicasts F&S Index
--Use the list of Reference Sources for Research in Marketing to identify other useful indexes and abstracts.
--Use the Checklist of Questions to Answer about Indexes and Abstracts to evaluate other indexes and abstracts.
—Describe several forms of reference books for research in marketing.
--Suggest uses for specific forms of reference books.
—Explain how one other reference book could be used to begin the same information search.

B. Episode Activities:

The instructor will explain the use of the Library of Congress Subject Headings to select subject headings for research in marketing.

Using transparencies he will explain the filing rules for locating books in the card catalog. It is not expected that students will remember all the cataloging rules. Rather, the purpose of this section is to give them the background to begin to use the card catalog and to ask reference questions.

For some students indexes are a more effective way to begin research than the card catalog. The instructor will explain the purpose of indexes. He will use transparencies to provide instruction in the use of two indexes, the Business Periodicals Index and the Predicasts F&S Index. He will refer students to the reference list for other indexes and abstracts. He will use a transparency with a Checklist of Questions to Answer about Indexes and Abstracts to help students evaluate other indexes and abstracts.

By the end of this session, the instructor will ask students to use the list of Reference Sources for Research in Marketing to select specific reference sources to begin their assignments. He will structure this discussion of reference sources to review the different forms of literature and the methods students can use to find them. The Teaching Package includes suggested questions for this purpose.

Conduct of the Session

Episode I: Choice of Materials

1. Describe your student assignment. Using this assignment as the context for learning, explain that the purpose of this session is to make students aware of the many kinds of sources they can use to find information for research in marketing. Note that while specific examples of sources on lists to be distributed refer to materials in the Baruch College Library, they can be used as a reference point to locate the same or similar materials in other libraries.

2. Hand out collated packets of student materials.

3. Transparency 1 - Information Searching Procedure Chart. (Many kinds of sources can be consulted for information. This chart indicates the steps you can take before consulting sources. The chart describes two kinds of sources: access tools or secondary sources and primary sources.)

    a. (Looking at the chart who can explain what an access tool is?)

    b. (Would it be best to begin your search with an access tool or one of the sources on the right hand side of the chart? Why?) Establish that access tools are used to locate information. The other sources contain information.

4. Transparency 2 - Forms of Literature.
The Forms of Literature list describes the sources on the right hand side of the Information Searching Procedure Chart. (Take a moment to read this list.)

    a. (What form of literature might you use to begin the information search for your assignment? Why?) Have students explain why they might use either access tools or other sources to find information for research in marketing. Do not emphasize the card catalog at this point since it will be discussed later. Explain when to use specific kinds of sources.

    b. You can use the following list of questions to illustrate the uses of different forms of literature.

        1. Where may I find a capsule history, balance sheets, and business activities of the Xerox Corporation? (Moody's Manuals).

        2. Where may I find information about the activities of the office equipment industry? (An industry survey - U.S. Industrial Outlook, Standard and Poor's Industry Surveys).

        3. Where may I find out if there has been a report on the market shares of U.S. theme parks? (A Directory - Findex: The Directory of Market Research Reports, Studies and Surveys).

        4. Where may I find the various ways the U.S. market may be

segmented? (A Handbook - Handbook of Modern Marketing).

5. Where may I find a definition of "target pricing?" (A Dictionary - Dictionary of Marketing Terms).

6. Where may I find the effective buying income and other demographic information about Akron, Ohio? (Statistical Source - Sales and Marketing Management Survey of Buying Power).

7. Where may I find current periodical articles about Apple, Inc.? (Periodicals Index - Business Periodicals Index).

c. Explain that an information search may begin with either an access tool or another source. Emphasize that there is no right way to search for information. The important point is for students to know what they are looking for and to plan a search strategy to find appropriate information.

5. Return to Transparency 1 - Information Searching Procedure. Explain search procedure by following the left hand side of the chart:

a. (At what point in a search would you use access tools? Why?)

b. (When would you use other sources?) There are no right or wrong answers to these questions. For example, a student might use an index to begin his search. He might want to read more in a book to redefine his problem.

6. Transparency 3 - Search Log Form. Explain the sections of the form.

a. Ask students to use this form to plan their search for information for their marketing assignment.

b. (Take a moment to plan your search. Who can explain the steps he might take to find information for this assignment?)

c. (You may want to ask yourself specific questions about a company or a marketing problem. The following sample questions may help you to choose useful information sources when you plan your search. Try to generate your own set of search questions for your marketing topic.

1. Who is the marketer?
2. What do I know about the firm?
3. What are the special characteristics of this company.
4. How can I use the library's card catalog to find information about the company's sales policies, profits and personnel?
5. How can I find recent product and industry information about this industry?
6. How can I compare this company's sales policies to those of others in the same industry?
7. How can I find information about consumer response to this company's products and sales policy?)

Episode II: Access to Materials

1. (You may want to begin your search for information with a book. To find books you can use the library's card catalog. How do you know under which subject heading you can find information on your topic? The Library of Congress Subject Headings is used to determine the terminology under which books are found in the card catalog. The same subject headings are used in the Baruch College Library catalog and the catalogs of most other college and research libraries).

2. Transparency 4 - Library of Congress (LC) Subject Headings.

   The instructor should point out:

   a. A word or phrase in bold face is an acceptable subject heading.
   b. sa = see also the following related, more specific headings
   c. X = heading not used.
   d. XX = related but broader heading.
   e. "-" = subject subdivision
   f. (The LC Subject Headings is arranged in alphabetical order. Look under the subject heading which seems logical to you and you should find references to the appropriate Library of Congress (LC) heading to use in the card catalog).

3. Transparency 4 - Library of Congress Subject Headings

   The instructor should use this transparency to illustrate how students can find related terms using the sa, XX, X and "-" symbols in the LC Subject Headings. (looking at the boldface heading, "Marketing," you will notice many more specific headings following the "sa" reference). The instructor should select several "sa" or "see also" headings and explain how they describe just one aspect of marketing. He may wish to discuss with students ways in which they can use the "see also" headings to narrow their topics or reduce the amount of information they must review for their research assignments. The instructor can explain how the XX headings can be used to broaden or expand topics, for example, at times when students want background material. Students can also be asked to notice the "-" subdivisions for "marketing," for example "costs." Please note that the sample LC headings from this transparency are just samples and that the regular large Red Book of LC Subject Headings contains many more "see also" headings and subdivisions. Notice also the scope note below the "sa" references. Marketing may itself be used as a subdivision, following the name of a commodity; for example: Farm Produce - Marketing. Since the LC Subject Headings is arranged alphabetically, it is helpful to look through several boldface headings before and after the main heading you select. You may find other useful subject headings using this method.

4. Transparency 5 - Library of Congress (LC) List of Subject Headings (Related Subject Areas)

   The examples on this transparency illustrate several subject headings which are related to or describe specific areas of marketing. The instructor may wish to review all or some of these subject headings.

Students might be asked to suggest headings for information on their topics.

5. (To find books in most libraries we must use a catalog. The Baruch College Library has a card catalog. Other libraries may have different types of catalogs. The New York Public Library has a book catalog. We'll spend some time describing the arrangement of the Baruch College Library catalog since most of you will be using it.)

6. Catalog filing rules. (Every book in the Baruch College Library is listed in the card catalog under its author, its title, and its subject. All books by the same author are grouped together. They are arranged alphabetically by title).

7. Catalog Filing Rules. Catalog cards about a subject are filed according to the following rules:

   a. Transparency 6 - Catalog filing Rules: Books about a Subject (General)
   (Books about a subject are filed under the LC subject heading for that subject. They are grouped alphabetically by author within each subject heading. At the bottom of each catalog card "tracings" list all the subject headings assigned to a specific book. Thus, this book can be found in the catalog by looking under Marketing, Sales Promotion, and the title.) The instructor may wish to explain further why students would or would not want to look under additional subject tracings for listings for other books. Reasons for looking under additional subject headings might include finding more books, broadening a topic, narrowing a topic and developing a greater understanding of a subject area.

   b. Transparency 7 - Catalog Filing Rules: Books about a Subject (Specific)
   (From the LC Subject Headings list, you saw that all subject headings have more specific divisions or headings under which you can look to locate book titles. These headings may list books by form such as Marketing - Bibliography or Marketing-Dictionaries. Remember, however, that the card catalog does not list periodical sources. Thus it will not have the most recent financial information about the company). The instructor may wish to point out again that all catalog cards have tracings which suggest further subject headings with greater specificity).

   c. Transparency 8 - Catalog Filing Rules: Books Related to a Subject
   (The many subject headings related to the heading "Marketing" in the Library of Congress Subject Headings are the same subject headings for the cards in the card catalog. These related subject headings may also be subdivided by form and further subject subdivisions. In the two examples here, New Products is a related subject heading.) Students should be encouraged to check the tracings on all subject cards.

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8. (The card catalog is an index to all the books in the Baruch College Library. There are specialized indexes to use for more current and for a greater variety of information sources. These indexes consist of multiple book volumes. Indexes may index books, book reviews, media sources, conference papers, research studies, periodical articles, newspaper articles or government publications. Indexes list in one place a wide variety of materials on a subject. They are also more current than books since they may be published monthly, quarterly, semi-annually, or annually. It is important to check the date of an index. If you need information on the latest fashion in women's dress hemlines, you will want to use a current index volume.

9. Transparency 9 - Business Periodicals Index
(Looking at the list of Reference Sources for Research in Marketing you will see a list of indexes and abstracts. One of the most useful indexes for business information, including marketing, is the Business Periodicals Index. This index covers articles in most major and some minor business periodicals. It is arranged alphabetically by subject. Looking at Transparency 9, you will see the subject heading "Marketing". This heading is followed by "see also" Blacks as Consumers, Distribution of Goods, etc. These "see also" references lead you to other more specific subject headings.) This sample page (Transparency 9) includes subheadings for specific aspects of Marketing: Accounting, Case Studies, etc. The citation under the subheading, Costs, provides an example for teaching students to interpret a citation in Business Periodicals Index. The instructor should point out the parts of each citation. He should note that the order of entry of information is the same for all bibliographic citations. He should also note that this index includes a list of abbreviations for titles of all periodicals cited. This list is located in the front of each issue of Business Periodicals Index.

10. PREDICASTS F&S Index of Corporations and Industries

(Looking again at the List of Reference Sources for Research in Marketing you will see a list of indexes and abstracts. One of the most useful indexes is the Predicasts F&S Index to Corporations and Industries: United States. Issued weekly, cumulated monthly, quarterly and annually in bound volumes. It covers business activities, particular companies and industries; acquisitions, mergers, industry trends; new products, product technology, market forecasts, company studies, etc. Arranged by SIC number, which is a number created by the government to symbolize economic activities, the same news is also indexed alphabetically by company name. If the SIC number is not known before using the index, the alphabetical index to SIC numbers is a useful guide. The source directory identifies the journal abbreviations.

   a. Transparency 10 - Predicasts F&S Index (Companies)
   (This Predicast F&S Index section is arranged in alphabetical order by company name). The instructor may wish to point out that this index indexes journal and newspaper articles. He may wish to review the highlighted citation to show students the order of citation: article title or description, journal name, date, page. He should explain that

the journal or newspaper abbreviations are described in the source index. The instructor should note that all periodicals and newspapers indexed may not be in the Baruch College Library. Students should be instructed to use the periodicals catalog in the Baruch College Library to determine periodical availability and location. They should be encouraged to ask the reference librarian to help them locate periodicals that are not held by the Baruch College Library. They may obtain these periodicals through interlibrary loan or by a referral to another library in New York City.

b. Transparency 11 - Predicasts F&S Index (SIC number guide)
(This Predicasts F&S Index section is arranged alphabetically by the generic name of the product, industry, or economic activity. It is not arranged by product brand names). The instructor may wish to note that "Marketing" is an entry here, but that there are other headings in this subject area. (You may use this index to locate the SIC or Standard Industrial Classification number for a specific industry. This number serves as your guide to the next part of the Predicasts F&S Index).

c. Transparency 12 - Predicasts F&S Index (Industries and Products)
(This section of the F&S Index is arranged by the SIC number for the specific industry you have selected for your research. Here the SIC number 9914 is preceded by the name of the industry it represents, Marketing. Within this major heading, subheadings define specific aspects of the industry). The instructor may wish to discuss reasons for using one index or both indexes. (The SIC number index presents information about the competitor's products also. The company index tells you only about that company's activities).

11. Transparency 13 - Checklist of Questions to Answer about Indexes and Abstracts.

a. (While you can use the Business Periodicals Index and Predicasts F&S Index, other indexes and abstracts on the list of References Sources for Research in Marketing may also be useful to you. Each index and abstract journal is unique. It is difficult to describe one method for searching all indexes and abstract journals. It is helpful, however, to examine each index or abstract journal you decide to use before you attempt its use. This is a checklist of questions you should ask about each index or abstract journal you use. Not all questions apply to all sources).

b. (Let's apply some of these questions to the Predicasts F&S Index.) The instructor may wish to refer to Transparency 10, 11 or 12 to answer these questions. If time is short, the instructor should choose several questions from the list for illustrative purposes. The instructor may wish to borrow sample volumes of the Predicasts F&S Index from the library for this purpose.

c. (Select one other index or abstract from the list of indexes and abstracts in Reference Sources for Research in Marketing. Why do you think it would be useful for finding information about your topic?) The instructor may wish to use this question to elicit information from the students about all the appropriate indexes and abstracts.

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12. (At the beginning of this session we talked about the many different forms of literature. The list of Reference Sources for Research in Marketing includes specific examples of many forms of literature. Take a moment to look through it.)

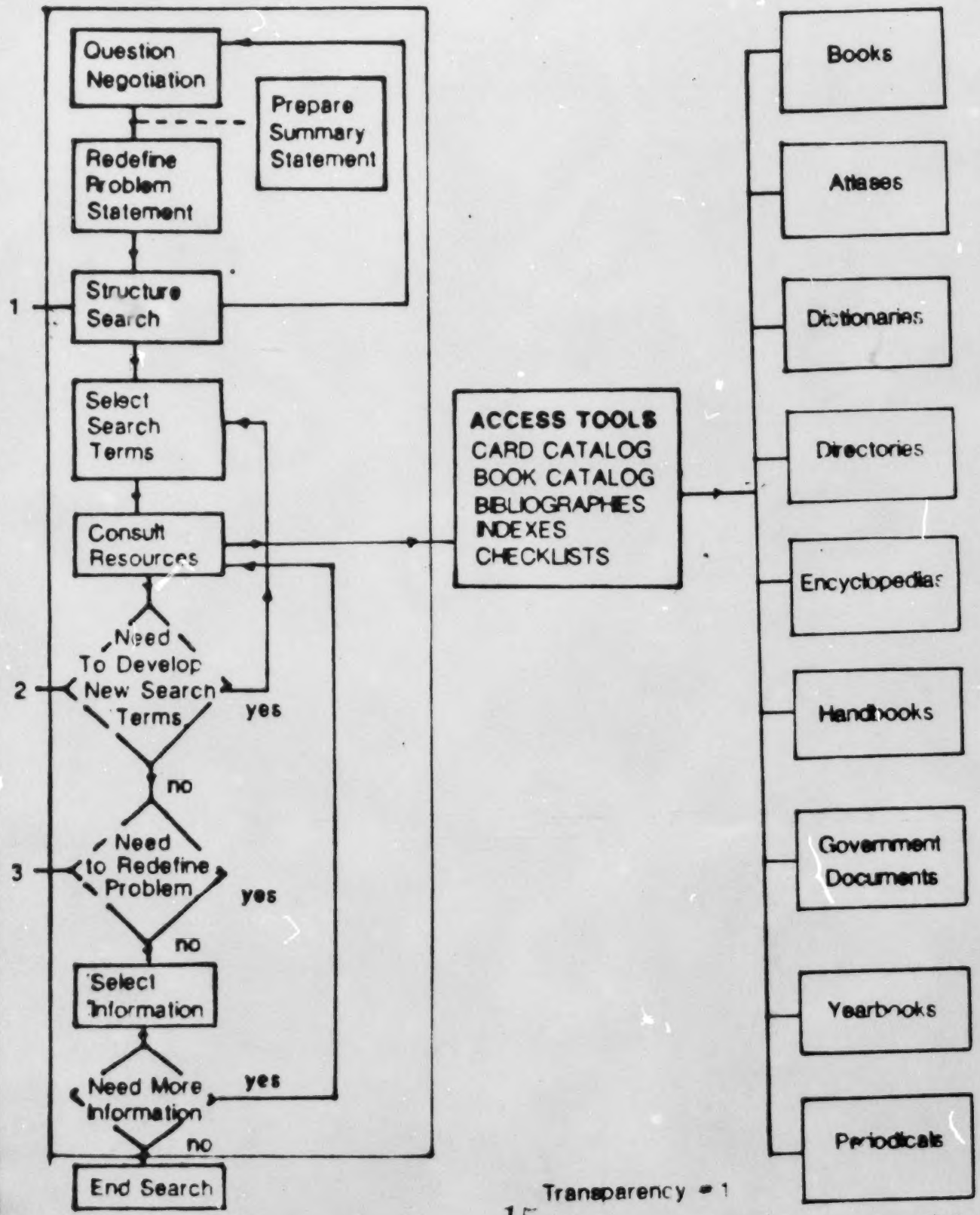
    a. (Who can describe one reference book which might be useful for this marketing assignment?) Try to elicit enough student answers to describe and discuss a number of specific reference works. Describe specific reference sources which have been especially useful to you in writing your dissertation, preparing a lecture or sales promotion, solving a marketing problem, or researching a paper. You may want to borrow several sources you consider important from the library.

    b. The following questions may be used to encourage student discussion of reference sources. (Who can choose one reference book to begin an information search? Is there another book you might use to find the same or similar information?) Try to encourage students to use different approaches to finding information. Emphasize the variety of reference materials available.

13. Location of reference materials in the Baruch College Library. The packet of student materials includes the publication Baruch College Library: A Self-Guided Tour. Tell students about this tour. Encourage them to ask the reference librarians for help in finding information sources.

14. An Exercise for Research in Marketing is provided as an optional student assignment. However, the best evidence that students have learned to use marketing sources is the quality of the research they do for their class assignment. Students should be encouraged to use the Search Log Form, Transparency 3, and to submit it with their class assignment.

Information Searching Procedure



Transparency # 1

Forms of Literature

Books

Reference Books

Encyclopedias

Handbooks

Dictionaries

Anthologies of Criticism

Bibliographies

Dissertation or Theses

Checklists or Indexes to Criticism

Periodicals

Indexes

Transparency #2

Search Log Form

1. Write a one sentence topic statement _____

   _____

2. List sources for background reading.

   _____

   _____

   _____

3. Use the card catalog. Find books.

   _____

   _____

   _____

4. Use indexes. Find Articles

   Indexes: _____

   _____

   Articles: _____

   _____

Note: You may do three or four first.

Transparency #3

Library of Congress (LC) List of Subject Headings

Marketing (Indirect)
- sa Bank marketing
- Consumers
- Customer Service
- Direct selling
- Export marketing
- Manufacturers' retail outlets
- Market segmentation
- Merchandising
- New products
- Physical distribution of goods
- Price policy
- Product life cycle
- Retail trade
- Sales management
- Sales promotion
- Selling
- subdivision Marketing under names of commodities e.g. Farm produce-Marketing: Fruit-Marketing –
- xx Business
- Commodity exchanges
- Consumption (Economics)
- Industrial management

-Costs
- x Retailtrade - Costs
- xx Costs, Industrial

-Law and Legislation (Indirect)
- xx Commercial law

-Research
- See Marketing research

sa - see also the following related, more specific headings
x - heading not used
xx - related but broader heading
"__" - subject subdivision

4

Library of Congress (LC) List of Subject Headings

(Related Subject Areas)

Marketing research
- sa Consumer panels
- Interviewing in marketing research
- Market surveys
- Motivation research (Marketing)
- Retail trade - Research
- Sales forecasting
- x Marketing - Research
- xx Research
- Research, Industrial

Motivation research (Marketing)
- xx Advertising - Psychological aspects
- Marketing Research
- Motivation (Psychology)
- Research

New products
- sa Design, Industrial
- x Products, new
- xx Commercial products
- Marketing
- Product Management
- Research, Industrial
- Technological forecasting
- Technology transfer

Catalog Filing Rules

Books About a Subject

General

MARKETING

HF
5419
S3686

Seltz, David D.
Handbook of innovative marketing techniques / by David D. Seltz. -- Reading, Mass. : Addison-Wesley Pub. Co. , c1981.
xi, 329 p. : ill.: 29 cm.

1. Marketing. 2. Sales promotion, I. Title

Transparency 6

Catalog Filing Rules

Books About a Subject

(Specific)

MARKETING--BIBLIOGRAPHY.

Ref
Z
7164
M18
G37

Gardner. David Morgan , 1936-
A basic bibliography on experimental design in marketing. / by David M. Gardner, Russell W. Belk — Chicago, Ill.: American Marketing Association, (1980). ix, 59 p. : 23 cm
-- (AMA bibliography series: 37)

1. Marketing--Bibliography.
2. Experimental design--Bibliography.
I. Belk, Russell W., joint author. II. Title. III. Series

MARKETING--DICTIONARIES.

Ref
HF
5412
S52
1981

Shapiro, Irving J.
Dictionary of marketing terms / Irving J. Shapiro. -- 4th ed.--
Totowa, N.J. Littlefield, Adams
1981. 276 p. : 24 cm. -- (Littlefield, Adams quality paperback series : 363)
First-3rd ed. published under title Marketing terms

I. Marketing--Dictionaries. I. Title

Transparency 7

Catalog Filing Rules

Books Related to a Subject

NEW PRODUCTS.

HD
69
N4
B83

Buggie Frederick D.
New product development strategies / Frederick D. Buggie. -- New York : AMACOM, c1981.
viii, 165 p. Ill. 21 cm
Bibliography: p. 153-155
Includes index

1. New products. Title.

NEW PRODUCTS.

HD
69
N4
C37
1979

Carson, J.W. (John W.)
Industrial new product development : a manual for the 1980's / J.W. Carson and T. Rickards. — Westmead, Farnborough, Hants., Eng. : Gower, c1979.
xi, 166 p. : Ill. : 31 cm.
Bibliography: p. 155-158.
Includes index.

1. New products. I. Rickards, Tudor, joint author. II. Title

Transparency 8

Business Periodicals Index

Marketing

Ad function in industry giants: as different, dynamic as those companies. R. Stiffler. tabs Ind Mkt 62:84 Je '77

Annual marketers' career survey: where do you stand in the marketing crowd? B.P. Johnson Prod Mkt 6:32-6 My 77'

18 proven ways to get extra value from your case history dollars. J.C. Quinlan Ind Mkt 62:54-6 S '77

Marketing and social responsibility. C.W. Gross and H.L. Verma. Bus Horizons 20:75-82 O '77

see also

Blacks as consumers
Distribution of goods
Old age market
Products, New
Test marketing

Accounting

Marketing audit: new dynamics in loan assessment. R.H. Kusche and M.B. Russell J Comm Bank Lending 60:53-8 Mar '78

Bibliography

Sources of information for selling to the federal gov't. M Keating. Sp Lib 69:169-73 Ap'78

Case Studies

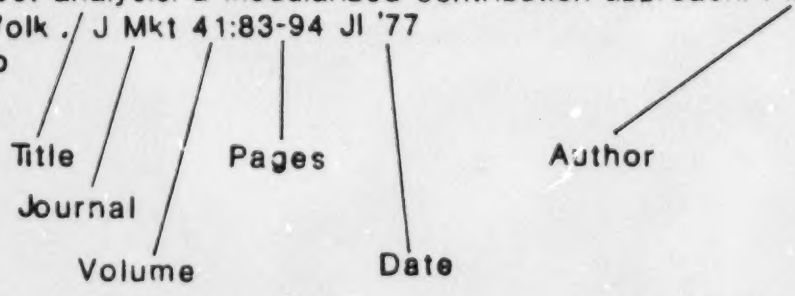
Water to Spain: an export decision analysed in the context of organizational learning. K. Gronhaug. J Mgt Stud 14:26-33 F '77

Costs

Marketing cost analysis: a modularized contribution approach. PM Dunne and H I Wolk . J Mkt 41:83-94 Jl '77

see also

Sales costs



Transparency 9

Predicasts F&S Index

(Companies)

Section 2: Companies 97 Reynolds

Revere Cooper Products

To cut Scottsboro primary aluminum capacity to 88,000 m tpy, Ala Mining Jrl 7/10/81 p.29

Revlon

Extensive company profile; focus on health care market entry Med Mkt 9/81 p.37

Extensive co profile: sees future growth in medical products, not cosmetics Fortune 11/2/81 p.72

Forms Revlon Healthcare Japan to handle healthcare products, Japan SCRIP 11/2/81 p.6

Transparency 10

Predicasts F & S Index

SIC Alpha Guide	C-9	Military aircraft
Macaroni, Spaghetti and Noodles		209 8000
Machinery, Farm		352 3000
Males' Neckware		232 2000
Margarine		207 9200
Market Research		991 4410
Market Research Services		739 2100
Market Survey Techniques		991 4413
Market Testing		991 4430
Marketing		991 4000
Marketing Management		991 4100
Marketing Methods		991 0000
Mascara		284 4520

Transparency 11

Predicasts F&S Index

(Industries and products)

9914 Marketing

Reviews total marketing process with examples of new roles of professional asens

GSU Busns 10/81 p.9

99141 Marketing management

Increasing pluralism of target markets causes demand for new marketing segmentation strategies

Mktg News 10/30/81 p.16

99142 Advertising management

Ad success through yr 2000 td depend on well informed, researched, disciplined innovation backed by speed

Mktg Dec 9/81 p. 42

9914202 Market targeting & approach

Pictures of children make industrial ad appeals stand out: case history

Ind Mktg 11/81 p. 110

9914208 Minority marketing

Guidelines for designing print advertisements aimed at black consumers are provided by focus group research

Mktg News 10/16/81 p. 5

Transparency 12

Checklist of Questions to Answer about Indexes and Abstracts

1. What specific subject areas are covered?

2. Does the index or abstract include instructions for using it? If so, where?

3. Is there a list of the specific primary sources indexed or abstracted? If so, where?

4. Is there a list of abbreviations used? Where?

5. Is there a list or thesaurus of the specific terms (subject headings or key words) used by the index or abstract? Where?

6. How often is the index or abstract issued?

7. Are there cumulations? How often?

8. If an index, how are the citations entered? By author? Title? Subject? Other?

9. If an abstracting journal, how are the abstracts arranged? In a classified order? Alphabetical order? By accession number? Other?

10. If an abstracting journal, what type of indexes are included, if any? Author? Title? Subject? Geographic? Corporate? Other?

11. What types of material are indexed or abstracted? Journals, books, government publications, proceedings, other?

12. What is the language of the material covered? English only? Foreign languages?

13. Is the material covered technical and research oriented or popular? Or both?

14. Are there any other special or unique features?

Name_____

Exercise for Marketing

1. Write your research topic statement here. Use one sentence.

_____

2. Locate background reading for your topic. Write a bibliographic citation for your background reading.

_____

_____

3. Use the Library of Congress Subject Headings to select at least two subject terms for your information search:

1._____ 2._____

4. Use the Card Catalog on the 7th floor to locate books. List the call numbers and bibliographic information for two of the books you have selected:

Book #1: Call # Author_____

Title_____

City: Publisher, Date_____

_____

Book #2: Call # Author_____

Title_____

City: Publisher, Date_____

_____

5. Use one periodicals index to find at least two periodical articles about your topic (journals or newspapers).

Periodical index used:_____

Article #1: Author_____

Title_____

Journal or Newspaper _____

Volume, pages, date_____

Article #2: Author_____

Title_____

Journal or Newspaper_____

Volume, pages, date

Resources for Marketing Research

Sources listed by form include atlases, bibliographies, dictionaries, directories, handbooks and manuals, statistical sources, indexes and abstracts, and journals.

ATLASES

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1976

Abler, Ronald and John S. Adams. Comparative Atlas of America's Great Cities. Minneapolis: University of Minnesota, c 1976.
Textual and graphic representation of demographics of major marketing areas in the U. S.

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1981
(Atlas Case)

Rand McNally Corporation. Rand McNally Commercial Atlas and Marketing Guide, 1981. 112th ed. Chicago: Rand McNally, 1981.
Geographic and demographic statistics. Tables and maps.

REF
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1317

U. S. Dept. of Commerce. Urban Atlas. Washington, D.C.: dates vary. Individual atlases for each SMSA in the U. S. Oversize, graphic format.

BIBLIOGRAPHIES

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Bakewell, K. G. B. Management Principles and Practice : A Guide to Information Sources. Detroit: Gale, 1977.
An annotated bibliography of books that cover the field of management in specific areas, including marketing.

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Barry, Thomas E. Marketing and the Black Consumer: An Annotated Bibliography. Chicago: American Marketing Association, c1976.

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Berman, B. & L. Case Studies in Marketing: An Annotated Bibliography and Index. Metuchen, N. J.: Scarecrow Press, c1971.

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Buzzell, Robert Dow. A Basic Bibliography on Mathematical Methods in Marketing. Chicago: American Marketing Association, 1962.

REF Z 7164 M18 D35
Daniells, Lorna M Note on Sources of External Marketing Data. Boston: Harvard Business School, 1980.

REF HF 5415.2 F55 1982
Findex: The Directory of Market Research Reports, Studies, and Surveys. 4th ed. rev. New York: Find/SVP: The Information Clearinghouse, c1982. and supplement.
A guide to published, commercially available market and business research.

REF HF 5415.1 F7 1969
Frank, Nathalie D. Data Sources for Business and Market Analysis. 2nd ed. Metuchen, N. J.: Scarecrow Press, 1969.

REF Z 7164 M18 G37
Gardner, David Morgan. A Basic Bibliography on Experimental Design in Marketing. Chicago: American Marketing Association, 1980. (AMA Bibliography Series #37).

REF Z 7164 M18 J33
Jackson, Donald W. Marketing Profitability Analysis: An Annotated Bibliography. Chicago: American Marketing Association, 1977. (AMA Bibliography Series #30).

REF Z 7164 M18 K47
Kirpalani, V. H. and Shapiro, Stanley J., eds. Marketing Effectiveness: Insights from Accounting and Finance - An Annotated Bibliography, 1960-1977. Chicago: American Marketing Association, 1978.

REF Z 7164 M18 M26
Marketing Distribution: A Selected and Annotated Bibliography. Chicago: American Marketing Association, 1979. (AMA Bibliography Series #35).

REF 5415.1 .M368 1982
Marketing Information: A Professional Reference Guide. Ed. Jac L. Goldstucker. Atlanta, Ga.: Georgia State University, College of Business Administration, 198?
A compendium of sources of information needed in making marketing decisions. Pt. II is an annotated bibliography covering twenty subject fields.

REF Z 7164 M18 M52

Michman, Ronald D. et al. Market Segmentation: A Selected and Annotated Bibliography. Chicago: American Marketing Association, 1977.

REF Z 7164 M18 R65

Rothberg, Robert R. and Mellot, Douglas W. Jr,eds. New Product Planning: Management of the Marketing/ R & D Interface - An Annotated Bibliography. Chicago: American Marketing Association, 1977.

REF Z 7164 M18 S2

Sandeau, Georges. International Bibliography of Marketing and Distribution. New York: R. R. Bowker, 1971.

REF Z 7164 M18 U36

Uhr, Ernest B. Brands: A Selected and Annotated Bibliography. Chicago: American Marketing Association, c1972.

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Uhr, Ernest B. and Jarvis, Lance P., eds. Social Responsibility in Marketing: A Selected and Annotated Bibliography. Chicago: American Marketing Association, 1977.

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REF HF 5803 G57

Glomot, Sylvain. Dictionnaire de la Publicité et du Marketing: Anglais-Français, French-English. Paris: La Maison du Dictionnaire, 1979.

REF HF 5415 J438

Jefkins, Frank William. Dictionary of Marketing and Communication: Including Advertising, Market Research and Public Relations. Aylesbury: Intertext, 1973.

REF HF 5412 S52 1981

Shapiro, Irving J. Dictionary of Marketing Terms. 4th ed. Totowa, N. J.: Littlefield, Adams, 1981.

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Britt, Steuart Henderson, ed. The Dartnell Marketing Manager's Handbook. Chicago: The Dartnell Corp., c1973.

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Buell, Victor P., ed. Handbook of Modern Marketing. New York: McGraw-Hill, c1970.

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Chase, Cochrane. Marketing Problem Solver. 2nd ed. Radnor, Pa.: Chilton Book Co., 1977.

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Ferber, Robert, ed. Handbook of Marketing Research. New York: McGraw-Hill, c1970.

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Quagliaroli, John. How to Write a Marketing Plan. Worcester, Mass.: Center for Entrepreneurial Management, c1979.

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Riso, Ovid, ed. The Dartnell Sales Manager's Handbook. 13th ed. Chicago: The Dartnell Corp., c1980.

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Seltz, David D. Handbook of Innovative Marketing Techniques. Reading, Pa.: Addison-Wesley Publishing Co., 1981.

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American Marketing Association. Advertising Section of Marketing Service Organizations and Membership Roster, 1981. Chicago: American Marketing Association, 1977-

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Anderson, Ian Gibson. Marketing and Management: A World Register of Organizations. Beckenham, Kent, U.K.: C. B. D. Research, 1969.

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The Direct Marketing Market Place. Hewlett Harbor, New York: Hilary House Publishing Company, c.1980.

FORMS

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HF
5438
C35

Carlsen, Robert D. Handbook of Sales and Marketing Forms and Formats. Englewood Cliffs, N. J.: Prentice-Hall, 1978.

STATISTICAL SOURCES/DEMOGRAPHICS

REF HC 106.6 M369
Marketing Economics Institute. Marketing Economics Guide. Annual. Each loose-leaf volume contains three pamphlets: 1) maps, 2) population statistics, 3) retail sales statistics.

REF HC 106.3 S85 1982
Sales and Marketing Management: Survey of Buying Power. Annual special issue of S&MM (Sales and Marketing Management) Magazine. Surveys U.S. and Canadian markets. Current issue at reference desk.

REF HC 106.7 S9
Sales and Marketing Management. Survey of Buying Power, Data Service. Annual. Loose-leaf format. A much more detailed analysis of the items in the annual special issue, above.

REF HA 102 A4
U. S. Department of Commerce. Statistical Abstract of the United States. Washington, D. C., Annual. The standard summary of statistics on the social, political, and economic organization of the U. S. Current copy at Reference Desk.

INDUSTRY SOURCES

Remember that when using the Card Catalog, Marketing may be used as a subdivision for any industry or commodity (e.g. Farm Produce - Marketing). Check the catalog under particular industries and commodities with this subdivision. The following titles may also be useful:

REF HD 9502 U52 K53
The Kline Guide to Energy. Eds. Marian Deitsch and James Rauch. Fairfield, N.J.: C. H. Kline, 1981. Summary of the economics of energy-related industries, an analysis of major sources and producers, a directory of companies in the industry.

REF HD 9651 .4 K57 1977
The Kline Guide to the Chemical Industry. 3rd ed. rev. Ed. Mary K. Meegan. Fairfield, N.J.: C. H. Kline, c1977. Summary study of the Chemical Industry, companies involved, etc.

REF HD 9999 C743 U643 1980
The Kline Guide to the Packaging Industry. 4th ed. Eds. Marian Deitsch, Susan Rich. Fairfield, N.J.: C. H. Kline, c1980. Similar to other Kline guides for packaging industry.

REF HD 9825 N62
The Kline Guide to the Paper Industry. 4th ed. rev. Ed. Joan E. Huber. Fairfield, N. J.: C. H. Kline, c1980. Similar to other Kline guides,' above, for paper industry.

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The Kline Guide to the Paint Industry. 4th ed. Fairfield, N. J.: C. H. Kline, 1975. Similar to other Kline guides, above, for the paint industry.

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Standard and Poor's Corporation. Standard and Poor's Industry Surveys. New York: S&P Corp., Annual with updates. Descriptive and statistical information about companies and industries, innovations, forecasts, etc. Current issues at Reference Desk.

REF
HC
101
U54

U. S. Dept. of Commerce. U. S. Industrial Outlook. Washington, D. C., Annual. Government survey of U. S. industries; includes five-year projections. Current issue at Reference Desk.

COMPANY SOURCES

The Baruch College Library maintains a collection of Annual Reports and 10K Reports in the reference section. These are the most complete and informative sources for all publically-held companies.

The student may also wish to consult summaries of the Annual Report and 10K reports to be found in the following: Moody's Manuals and Standard and Poor's Corporation Records.

Brief information about companies may also be found in one of our many directories, such as Standard and Poor's Register, or stock services, such as the Value Line Investment Survey.

ABSTRACTS

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Marketing Doctoral Dissertation Abstracts, 1974/5- Chicago: American Marketing Association, 1974- Part of the AMA Bibliography Series. Includes index by topic.

Table
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Market Research Abstracts. London: Market Research Society, 1964- Semiannual. Baruch has 1966- Abstracts of articles, with subject and author index. Includes related fields such as sociology, statistics, and psychology.

Table
2C

Marketing Information Guide. Garden City, N.Y.: Marketing Information Guide, Inc. 1954- Bi-monthly. Baruch has 1961- A listing of governmental and non-governmental materials, annotated and arranged by subject. Quarterly and annual cumulative subject indexes.

PERIODICALS INDEXES

Ref. Dept.

The Business Index. Menlo Park, Ca.: Information Access Corp., 1979- Monthly (cumulative). Baruch has 1979-
Broad coverage of business literature in microfilm format contained within its own microfilm reader.

Tables 3B & 4A

Business Periodicals Index. New York: Wilson, 1958- Monthly except August. Baruch:1958-
A cumulative subject index to over 200 English language periodicals in the fields of accounting, advertising, marketing, etc. Monthly issues are cumulated quarterly and annually.
Single alphabetical listing by topic, name of company, industry, etc.

Table 4A

Predicasts F & S Index: United States. Cleveland: Predicasts, 1960- Weekly, with monthly, quarterly, and annual cumulations. Baruch has 1961-
An index to articles on companies (alphabetically), products and industries (by Standard Industrial Classification Number).
Comparable indexes to European and other International business also on table 4 A.

Table 4A

Wall Street Journal Index. New York: Dow Jones, 1955- Monthly with annual cumulations. Baruch has 1955-
Each issue consists of two parts: Corporate News and General News. General News contains information on industries.

PERIODICALS

The following list includes some of the useful journals in marketing. Use the Periodicals Catalog and the Periodicals List to identify and locate specific issues.

American Demographics
European Journal of Marketing
Incentive Marketing
Industrial Marketing: Selling & Advertising to Business and Industry
Journal of Marketing
Journal of Marketing Research
Marketing & Media Decisions
Marketing Executive's Digest
Marketing Forum
Marketing Science
Marketing Times
Merchandising
Sales and Marketing Management